
UNIT VI: EMERGENCY PUBLIC INFORMATION

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EMERGENCY PUBLIC INFORMATION CHECKLIST

Two aspects of informing the public should be considered: public education and emergency public information. Public education entails developing a knowledgeable public regarding the potential risks associated with a terrorist attack, precautions that should be taken, warning signs and symptoms, and recommended actions when exposure or contamination is known or suspected. Emergency public information involves providing information to the public about sheltering, decontamination, personal protection actions, etc., in the event of an actual incident. Public officials must be able to transmit accurate information rapidly and in a way that will avoid panic and instill trust that the government is in control.

PLANNING QUESTIONS	YES	NO
PUBLIC EDUCATION		
1. Has a public education program been developed that includes information related to risks associated with terrorist incidents?	<input type="checkbox"/>	<input type="checkbox"/>
2. Does the program include protective actions that should be taken for high-threat agents?	<input type="checkbox"/>	<input type="checkbox"/>
3. Does the public education program provide for education of non-English speaking residents, the elderly, and the disabled?	<input type="checkbox"/>	<input type="checkbox"/>
4. Are procedures in place for revising the education materials when significant changes (e.g., new and emerging biological or chemical threats, new terrorist tactics, etc.) warrant revision?	<input type="checkbox"/>	<input type="checkbox"/>
EMERGENCY PUBLIC INFORMATION		
1. Have policies and procedures been established for informing the public, including such measures as:		
▪ Clear criteria for release of information to the community and local media for each type of terrorist incident?	<input type="checkbox"/>	<input type="checkbox"/>
▪ Strict management of information to ensure accuracy and control rumors (e.g., a policy that only public affairs officials talk to the press)?	<input type="checkbox"/>	<input type="checkbox"/>
▪ Operation of a hotline?	<input type="checkbox"/>	<input type="checkbox"/>
▪ Operation of a tipline?	<input type="checkbox"/>	<input type="checkbox"/>
▪ Providing people directly impacted by the attack information on the hazard, immediate personal protective actions (do's and don'ts), evacuation instructions to include routes, and modes of travel, etc.	<input type="checkbox"/>	<input type="checkbox"/>
▪ Determining when and how to disseminate EPI	<input type="checkbox"/>	<input type="checkbox"/>
2. Have policies and procedures been established to provide people not directly impacted by the attack information about the attack, what the government is doing to protect the public, health hazards of the agent(s) involved, availability of essential government services, e.g. medical care, power, water, shelter, transportation, etc.	<input type="checkbox"/>	<input type="checkbox"/>
3. Are systems in place to disseminate accurate information rapidly about a public health emergency resulting from a terrorist incident?	<input type="checkbox"/>	<input type="checkbox"/>
4. Have expectations, plans, and procedures been coordinated with news media representatives?	<input type="checkbox"/>	<input type="checkbox"/>
5. Have points of contact been established with public health officials and public affairs, emergency management, police and fire departments, hospitals and medical providers, and experts on other types of weapons?	<input type="checkbox"/>	<input type="checkbox"/>

KEY JOB RESPONSIBILITIES OF JIC FUNCTIONS

POSITION	RESPONSIBILITIES
Office Manager	<ul style="list-style-type: none">▪ Supervises the daily operation of the JIC.▪ Ensures that all functions are organized and operating efficiently.
Photo Documentation Personnel	<ul style="list-style-type: none">▪ Documents the incident damage and response.▪ Coordinates with and issues photo documentation to the media and others for release to the public.
Special Projects	<ul style="list-style-type: none">▪ Plans, organizes, executes, and provides support for projects that are not usually part of a response to natural disasters.
News Desk	<ul style="list-style-type: none">▪ Handles incoming calls from the media.▪ Provides routine response, recovery, and mitigation information.
News Monitoring and Analysis	<ul style="list-style-type: none">▪ Monitors and analyzes daily news reports.▪ Provides an analysis of stories that affect the response and recovery or public safety.
Field Operations	<ul style="list-style-type: none">▪ Works with media representatives at the incident site.▪ Identifies issues and potential problems.
Demographics and Media List Development	<ul style="list-style-type: none">▪ Develops demographic profiles and media lists for use in disseminating targeted messages.
Rapid Response	<ul style="list-style-type: none">▪ Troubleshoots public information operations to ensure that accurate information is disseminated.▪ Responds immediately with facts and figures to any instances of misinformation, incorrect information, <u>or rumors</u> that have been or could be perpetuated by the media.
Editorial Production	<ul style="list-style-type: none">▪ Prepares news releases, daily summaries, media advisories, feature articles, PSAs, and other written materials.
PIO Liaisons	<ul style="list-style-type: none">▪ Maintain communication and positive working relations within and among key program areas.

KEY JOB RESPONSIBILITIES OF JIC FUNCTIONS

POSITION	RESPONSIBILITIES
Video Documentation	<ul style="list-style-type: none">▪ Provides documentation of incident issues.
Multilingual Operations	<ul style="list-style-type: none">▪ Keeps diverse communities informed about the incident, the response, and personal protective measures.▪ Provides support to all response functions as needed to meet multilingual needs.

SAMPLE EMERGENCY ALERT SYSTEM MESSAGE

217PM...A BOMB HAS EXPLODED AT THE EAST BAY MALL. IT IS UNKNOWN AT THIS TIME THE EXTENT OF DAMAGE CAUSE BY THE EXPLOSION.

THE PUBLIC SHOULD AVOID THE AREA FROM 6TH STREET TO 18TH STREET (EAST-WEST) AND FROM MAIN STREET TO JUNIPER ROAD (NORTH-SOUTH).

IF YOU LIVE WITHIN THE AREA BETWEEN 6TH STREET AND 19TH STREET (EAST-WEST) AND MAIN STREET AND JUNIPER STREET (NORTH-SOUTH) STAY INDOORS. CLOSE ALL WINDOWS AND TURN OFF AIR CIRCULATOR SYSTEMS. YOU WILL BE NOTIFIED WHEN IT IS SAFE TO RESUME NORMAL OUTSIDE ACTIVITIES.

SAMPLE PUBLIC SERVICE ANNOUNCEMENT

One of the best ways for you to help in the war against terrorism is to become more aware of your surroundings. When you are out, take the time to look around. Do you know where the closest exit is? Does anything appear out of the ordinary? Is anyone around you acting in a suspicious manner?

If you see something suspicious, take in all of the details about the situation that you can, and report the information to the police immediately. Report as many details as possible.

If you are reporting a suspicious person, report:

1. The location and time of the occurrence.
2. A description of the situation.
3. The activity that caused suspicion.
4. The person's:
 - Sex, approximate age, and approximate height and weight.
 - Hair color.
 - Clothing style and color.
 - Direction of movement when last seen.

If you are reporting suspicious circumstances, report:

1. The location and time of the occurrence.
2. A description of the situation.
3. What it was that caused you to be suspicious.

Your ability to report as much information as possible to the police as soon as possible may make the critical difference in stopping terrorism before it occurs.
